

Message Text

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ACTION AF-05

INFO OCT-01 ISO-00 EB-05 AGR-03 DRC-01 RSC-01 /016 W

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R 200950Z MAY 74

FM AMEMBASSY GABORONE

TO USDOC WASHDC

AMEMBASSY PRETORIA

AMCONSUL JOHANNESBURG

USIA WASHDC

INFO SECSTATE WASHDC 5394

AMEMBASSY MASERU

AMEMBASSY MBABANE

UNCLAS GABORONE 0643

PRETORIA FOR AG ATTACHE

MASERU FOR PAO

E. O. 11652: N/A

TAGS: BEXP, BC

SUBJ: GABORONE AGRICULTURAL AND TRADE FAIR

REF : A) GABORONE A-97 DTD JULY 17, 1973, B) USIA CM-510-U

NOTAL, C) USIA 7004

1. ANNUAL GABORONE AGRICULTURAL AND TRADE FAIR SCHEDULED FOR JULY 18-20 (INCLUSIVE). EVENT, WHICH ASSUMING CHARACTERISTICS OF INTERNATIONAL TRADE FAIR, WILL BE OPENED BY PRESIDENT NYERERE OF TANZANIA. LAST YEAR NEW, PERMANENT SHOW GROUND ATTRACTED ESTIMATED 20,000 VISITORS. SEVERAL REPRESENTATIVES U.S. MANUFACTURERS FARM EQUIPMENT WERE PRESENT: ONE NEGOTIATED FLOOR SALE OF DOLS 15,000 TRACTOR. FAIR WILL HAVE EXPANDED FACILITIES AND GOB ANTICIPATES GREATER NUMBER OF PARTICIPANTS AND VISITORS.

2. EMBASSY BELIEVES FAIR NOW SUITABLE VEHICLE FOR PROMOTION LIMITED CATEGORY U.S. EXPORTS. MANUFACTURERS TRACTORS AND FARM IMPLEMENTS, ESPECIALLY EQUIPMENT SUITABLE FOR SMALL-HOLDER DRYLAND FARMING OF MAIZE, MILLET AND GRAIN SORGHUMS ARE URGED

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TO PARTICIPATE. MANUFACTURERS CERTAIN KINDS CONSUMER-TYPE GOODS

MIGHT ALSO BENEFITS. EMBASSY TOP PROGRAM PAST YEAR HAS DEMONSTRATED SUBSTANTIAL INTEREST AGENCY OR DIRECT PURCHASE OPPORTUNITIES MEDIUM AND LOW-COST MEN'S, WOMEN'S, BOYS'S AND GIRLS' CLOTHING (ESPECIALLY FANCY JEANS, SHIRTS, ETC.), HARDWARE ITEMS , AND BUILDING MATERIALS (PARTICULARLY SPECIALTY ITEMS FOR OFFICE BUILDINGS AND RESIDENCES).

3. FOR JOHANNESBURG AND PRETORIA: APPRECIATE ASSISTANCE IN SOLICITING PARTICIPATION U.S. MANUFACTURING SUBSIDIARIES AND IMPORT AGENTS U.S. FIRMS IN CATEGORIES DESCRIBED PARA 2.

4. EMBASSY, WHICH HAS NOT PARTICIPATED IN PAST, BELIEVES WOULD BE WORTHWHILE THIS YEAR RENT WALLED PAVILION (APPROXIMATELY 21 SQUARE METERS) FOR SAMPLE DISPLAY TYPE EXHIBIT. WALL POSTERS, PRODUCT LITERATURE, AND SMALL SAMPLE PRODUCTS IN PRODUCT CATEGORIES DESCRIBED PARA 2 WOULD BE SUITABLE. "VISIT U.S.A." POSTERS AND LITERATURE MIGHT ALSO BE APPROPRIATE. FUNCTIONAL CERAMICS AND CRAFTS BOOK EXHIBITS DESCRIBED USIA 7004 WOULD BE IDEAL (REFTEL B). FAIR SITE ALSO HOME OF FIRST OF SEVERAL "INDKSTRIAL ESTATES" BEING ESTABLISHED BY MINCOMM TO PROMOTE

SMALL-SCALE ENTERPRISE. CERAMICS, WOVEN PRODUCTS (E.G. RUGS), HANDPRINTED FABRICS, CLOTHING AND OTHER SMALL CRAFT PRODUCTS WILL BE MANUFACTURED AT SEVERAL GOVERNMENT-SUBSIDIZED ESTATES AND ARE ALREADY BEING MADE AT NUMBER OF RURAL VOCATIONAL TRAINING/ MANUFACTURING INSTITUTIONS THROUGHOUT COUNTRY. USEFUL COMPLEMENT TO CERAMICS AND CRAFT BOOK EXHIBITS WOULD BE PHOTO DISPLAYS AND PRODUCT LITERATURE ON U.S. EQUIPMENT XOR MANUFACTURING CERAMIC AND CRAFT PRODUCTS.

5. FOR USIA: PLEASE ADVISE ASAP POSSIBILITY OBTAINING FUNCTIONAL CERAMICS AND CRAFTS BOOK EXHIBITS, AS WELL DISPLAYS AND LITERATURE ON U.S. EQUIPMENT USED IN CERAMICS MANUFACTURE AND CRAFTS (REF B AND C).

6. FOR USDOC: PLEASE ADVISE POSSIBILITY SUPPLYING POSTERS, PRODUCT LITERATURE AND SAMPLE PRODUCTS IN CATEGORIES DESCRIBED PARA 2. APPRECIATE OTHER SUGGESTIONS.

7. EMBASSY STAFF WILLING TO MOUNT EXHIBIT. HOWEVER EMBASSY DOES UNCLASSIFIED

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NOT HAVE R115 (DOLS158) TO RENT PAVILION. ADVISE IF FUNDS FOR THIS PURPOSE CAN BE PROVIDED BY USDOC OR USIA.

8. RATES LISTED AS FOLLOWS:

A) WALLED PAVILION (APPROXIMATELY 21 SQUARE METERS) R110 OR APPROXIMATELY DOLS.158.

B) UNWALLED PAVILION (APPROXIMATELY 21 SQUARE METERS) R90 OR APPROXIMATELY DOLS.135.

C) OPEN EXHIBITION SPACE UNCONSTRUCTED R2 OR DOLS.3.50 PER SQUARE METER.

ABOVE RATES INCLUDE ELECTRICITY FOR LIGHTING PURPOSES IN CASE OF PAVILIONS AND WATER FOR NORMAL "DOMESTIC" USE.

9. APPLICATION FORMS BEING POUCHED PRETORIA AND JOHANNESBURG. FIRMS CAN OBTAIN ADDITIONAL INFORMATION BY WRITING TO K.K.RUHAPO, MINISTRY OF COMMERCE AND INDUSTRY, PRIVATE BAG 4, GABORONE. BISHOP

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